AIME©
Questions to help shape presentations

AUDIENCE

Questions that help you choose the tone, content, and emphasis for the target audience. [*NOTE: Some questions will not be necessary EVERY time you address this audience; but should be considered at least the FIRST time you do.*]

- Who are you speaking to? *Consider status, topic interest, and relation to you.*
- What do you know about your audience?
- What does your audience know about the topic?
- Why might the audience want to hear/listen to you?
- What is your audience concerned about?
- What avenues does your audience use to provide feedback?
- How do you want the audience to respond to the message? *ANSWER: Take action.*

INSTRUMENTS

Questions that help you control message delivery by understanding your physical and vocal characteristics and persona.

- Why are **YOU** speaking?
- How do you present an image of yourself that will help convey your message?
- How does volume, speed, accent, tone and enunciation affect your message? How do your posture, facial expressions and movement affect your message?
- What combination of textual and non-textual content will best transmit the message?
- How does your delivery mechanism (*i.e. face-to-face, computer, telephone, videoconference*) affect your message?

MESSAGE

Questions that help shape the structure and word choice you use to get the audience's attention.

- **WHY** are you speaking?
- What is your general purpose? *Inform? Persuade? Request?*
- What is your purpose statement? *Try for a single sentence.*
- What is your strategic objective?
- What is your key message?
- Why does your audience need to know NOW?
- What supporting evidence will strengthen and clarify the message?
- How does your message relate to your audience's concerns?
- What are areas/topics you may want to avoid?
- **Are you telling a compelling story?**

ENVIRONMENT

Questions that help you shape the format of message delivery.

Physical:
- What are the physical conditions of the location? *Room size? Audience Proximity? Temperature? Noise?*

Social/Cultural:
- What is the level of formality?
- What is the level of urgency?

Technology
- What technology is accessible and available?
- Are you able to set it up or have someone available who can?
- Are you proficient at using it?
- How much time is available to set up technology tools?
- Is there time to rehearse and test the equipment beforehand?
- Do you have an alternate plan if the technology doesn't work?